



User Profile Report

ABC Website Redevelopment 2006

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considered IT solutions

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1 Introduction

This report provides a detailed analysis of the website user profiles produced during a one day 'ABC Website User Profiling Workshop' held at Sigmer's Head Office. Key requirements for the website's content, design and information architecture have been identified from the specific individual or shared needs of the users profiled.

Sigmer Technologies offer extensive services in the areas of website design, development, information architecture, website usability, website accessibility, website content management systems and consultancy. Please contact us to discuss your requirements by calling (+44) (0)1273 234663 or e-mail enquiries@sigmer.com

1.1 MAIN OBJECTIVES

The workshop was designed to generate a free and open discussion about potential users of the new ABC website; their characteristics, their behaviour, their expectations and their goals. By describing users as 'real' people profilers were able to think beyond their own expectations and personal agendas and clearly define 'what the user wants' when they visit the new ABC website.

The user profiles generated from this exercise include a number of very specific 'Tasks' which the user wishes to perform. They will provide a very clear measure of the website's usability i.e. the ability of users to fulfil their goals. These 'Tasks' will act as a usability check for the design and development team during Phase 2 of the project. It must be possible to achieve all Tasks with the minimum of effort i.e. quickly and easily and with as few clicks as possible.

1.2 WORKSHOP ATTENDEES

The following people took part in the workshop:

John Smith, Joan Smith, and Jean Smith attended from ABC Ltd.

Caroline Pickering, Tanya Falconer and John Archibald attended from Sigmer Technologies.

2 User Types

The workshop began with a brainstorming session to determine who might use the new ABC website.

2.1 IDENTIFIED USER TYPES

The following 12 possible user types were identified:

1. IT Manager
2. Communications Manager
3. IT Technician
4. Procurement Manager
5. Managing Director
6. Financial Director
7. Director's Personnel Assistant
8. Administrator
9. Professional End User
10. Existing Customer
11. Internal Sales Staff (based at corporate head office and retail)
12. Re-sellers

These user types were discussed, modified and the most relevant user types were chosen for the usability study.

2.2 SHORT LIST OF USER TYPES

Below are the final chosen user types with the participant assigned 'ownership':

1. *IT Manager*: John Smith
2. *Procurement Manager*: Jean Smith
3. *Researcher*: Caroline Pickering
4. *Professional End User*: Tanya Falconer
5. *Sales Staff*: Joan Smith

3 Main Findings

3.1 SEARCH ENGINE OPTIMISATION

User analysis shows that a significant proportion (more than 60%) of users (*Researcher, IT Manager, Professional End User*) are entering the site via the search engine Google. This confirms that Search Engine Optimisation (SEO) is key to achieving the primary business objective for the website; to generate upward of 50% of new sales leads.

The website project requires an SEO strategy which needs to be developed with the help of specialists in this field. This should be done as soon as possible, before the content for the site is created. With the SEO specialist ABC will decide which pages to promote highly in the search engines and well-researched optimal search terms will be embedded in the page copy. User profiling revealed that **Product1** (*IT Manager, Professional End User*), **Product2** (*Researcher, Professional End User*) and **Product3** (*Professional End User*) should be included in those areas to be promoted.

The website will be designed and developed to maximise search engine 'spiderability' thus improving the indexing of promotional pages.

3.2 BEST DEALS

Product2 was of interest, in one way or another, to all of our user types bar one. The *Researcher* and *Professional End User* are both looking for the best deals to suite their individual business needs based on the size and type of business and their spend power (which we will call a 'scenario'). The *Procurement Manager* wants to double check the information on best deals available, which was gathered by his researcher. The *ABC Sales Staff* member wants to guide a potential customer through the website to deals that will best suite their needs.

These users are all interested in the full range of Price Plan options across all products but for some potential customers (*Researcher* and *Professional End User*) there is a clear need to match their own particular business 'scenario' to suitable Price Plans options and Special Deals across the product range. Although the full product prices will allow these users to 'work out' which ones *might* be appropriate for them they both require a means of filtering price information based on their business scenario e.g. we are an SME with requirement XYZ and an average monthly spend of £XYZ – can we get a better deal than our current one? The use of scenarios to select Price Plans mirrors the process that *ABC Sales Staff* go through when they talk to a customer about their requirements consulting the off line pricing information to find the best deals.

The *Researcher* and *Professional End User* are both looking for reassurance that ABC works with businesses like their own so scenarios that they can identify with will not only lead them to the Best Deals but will also confirm ABC as a suitable provider for their business product needs.

3.3 PRICING PLANS

Profiling shows that all of our users are interested in viewing the full range of monthly Price Plan options across all of the product option. Pricing information will allow users to place Price Plans in context and reassure them that they can view and assess all of the options should they have the need and the time.

The *ABC Sales Staff* member will make best use of the pricing information. Their familiarity with the pricing tables will allow them to assimilate and interpret the information quickly and easily to find the best deal for the customer. The *Sales Staff* member *may* direct the customer through a suitable Best Deals scenario (see section 3.2 - above) which he knows will narrow their options OR he may already have a good idea of the best deal and guide the customer directly to the relevant product page.

The *Procurement Manager* may well also go directly to the product pricing tables to confirm specific details of suitable Price Plans sourced by his researcher.

3.4 PRODUCT SEARCH

The need to search and view information on products (based on their features) is not described explicitly in any of the user profiles but it is implied for those users who wish to find the **Best Deals** (*Researcher, Professional End User, Procurement Manager, Sales Staff*).

The ABC *Sales Staff* member is likely to use this facility to sell products, talking the user through searches that will lead to suitable products that they can view in more detail.

The *Researcher* and *Professional End User* will also want to see the latest products and their features as they consider a new or alternative solutions for their business.

3.5 PRODUCT SOLUTIONS

There was a particular need for two of the user types (*Researcher, Professional End User*) to be able to recognise very quickly that ABC's products and services are aimed at businesses such as theirs, in terms of size and communications requirements. These users are looking for 'solutions' and they require some guidance on a range of things;

- different products and extensions and product2 - how they work and their business benefits
- deals and options relevant to their requirements – the *Professional End User* may like a free trial or start up deal

The *Professional End User* will be very interested in '**Home and Small Office Solutions**' as will the *Researcher* in '**SME Solutions**'

These options should be very clear from any possible landing page on the website as these non-technical and 'in-a-hurry' users may easily be put off if the site does not 'recognise and reflect' them. These users need to be 'sold to' in their own language.

Home and Small Office Solutions – would include product information (specific to SOHOs) encouraging the user to delve further into 'Best product Deals' (section 3.2) and 'Handset Search' (section 3.4). The *Professional End User* requires a non-technical overview of product2, specific to the Home Office business.

SME Solutions – the requirement of the *Researcher* matches that of the *Professional End User* but with content aimed specifically at SMEs.

There may be other types of 'Solution' which should be defined and sold slightly differently; using different language and depths of information.

Note: Information on 'Solutions' differs from 'Best product Deals' as it is a targeted sales pitch. Best product Deals is price-lead information which allows the user to compare options and costs by referring to specific network Price Plans.

The two types of content do overlap in that they both lead the user to identify with a 'scenario' that most closely reflects their type of business.

3.6 PRODUCT2

One user type (*IT Manager*) was specifically interested in product2. Other potential customers (*Researcher, Professional End User, Procurement Manager*) may not have considered or even heard of product2 but *might* find that it is relevant to their business needs. They may discover this when looking at information on **Solutions for the Home Office** or **SME** (see section 3.5).

With product2 as an emerging technology it is likely that information about product2 will be of most interest to technical users (*IT Manager*) and to those selling or reselling the service (*Sales Staff*). The *IT Manager* has found the ABC website through a Google search on 'product2'. He will expect to land on a page that deals specifically with product2 and which is written in his language. He needs both an overview of the main features of the service and detailed technical information at his finger tips so these need to be clearly visible

on the product2 landing page. From the product2 landing page he wants to see related content and links to technical specification documents that he can read or download (PDFs). He expects to navigate to technical information in two clicks or less from his landing page.

If the *IT Manager* enters the ABC site via the home page he will expect to see a very clear top level link to product2.

The *IT Manager* needs to see '**Business Case for product2**' information and a '**Guide to Costs**' to pass on to the decision maker (he will email his colleague a link to these pages – see section 3.10.2).

3.7 CUSTOMER SUPPORT SERVICES

Both prospective and existing customers want information about the support services provided by ABC (*IT Manager, Researcher, Procurement Manager, Professional End User*) to pass on to decision makers or in order to make decisions themselves.

The *IT Manager* will look for links to '**Technical Support**', particularly for product2.

The *Procurement Manager* wants to see the '**Service Agreement**' and save this locally as a PDF.

Non-technical users (*Researcher, Professional End User*) prefer a different language style and want to see a link to '**Customer Support**' or 'Customer Care'. Each *may* require different content – this needs to be considered.

This content should be accessible in the top level navigation of the site.

3.8 CREDENTIALS CHECK

Users who are in a decision-making role (*IT Manager, Procurement Manager, Professional End User*) need to know that ABC is a company with good credentials which has considerable experience in servicing private businesses (*IT Manager, Professional End User*) and public sector organisations (*Procurement Manager*).

3.8.1 Client list

All of the users want to see who ABC has worked with so will be looking for a link to 'Client List'; the label for this area of content should be positive and inviting e.g. '**Customer Testimonials**' or 'Satisfied Customers'. This page will link through to detailed case studies where available. Users checking ABC's credentials may not read detailed case studies but will be very reassured to see them there.

3.8.2 About us

All three users will also want to read more about ABC and see who is heading up the company. They will want to see a top level link to '**About Us**' which should including a company backgrounder, staff profiles, policies and standards.

3.8.3 Mission statement

A good mission statement on every page will reinforce both the proposition and aspirations of ABC for users who are assessing ABC's credentials; how professional they are.

3.8.4 Quality assurance

Standards, quality assurance and association membership badges on every page of the site will impress users who are assessing ABC's credentials.

3.9 CALLS TO ACTION

There are a number of calls to action required to capture the interests of different users.

3.9.1 Contact us

'**Contact us**' is a universally recognised call to action and all users will expect to see this on every page

3.9.2 Make an appointment

The *Researcher* wants to know how to make an appointment as soon as she gets the thumbs up from her boss. She wants to know details of the sales process; what she can expect to happen and when.

The '**Make an appointment NOW**' call to action needs to be associated with relevant content such as Best product Deals or SME Solutions where she has found something she wants to follow up on. However, she may not act immediately and will return later to the site to initiate the appointment process. There is a strong argument for placing this call to action on every page and certainly on the home page. The call to action should include a telephone number but also link to a page explaining what will happen next and who to contact (with telephone, email, fax and online form options to cover all user preferences for mode of contact).

Copy on the 'Make an appointment' page should stress that a local and personal services applies. This content needs to be friendly and reassuring.

3.9.3 Call sales team

Generating sales leads is the primary objective of the ABC website so a call to action to contact the ABC sales team is VERY important and should appear on every page in a prominent position. It should be eye-catching and contain all information required to make contact there and then. Most important is the telephone number but an email address should be provided as an alternative.

A friendly, personalisation of this call to action will appeal to some users (*Researcher, Professional End User*) e.g. "Call Jo (Sales Manager) or one of her team on..." with a quality picture of Jo.

The sales representative featured could vary from month to month, or even on each page refresh. This would add more personal interest in the 'people' at ABC and show the user that there is a good sized sales team.

3.9.4 Call customer services/support

Different users *may* require different calls to action for contacting customer supports staff – see section 3.7

This call to action need not be on every page as there will be a top level link to 'Customer Support' on every page. However, within the content covering support services there needs to be a clear call to action which provides the user with a designated telephone number and email address for support only.

3.10 FORWARD TRANSMISSION OF INFORMATION

Forward transmission of information by users of the website to other people or for filing must be quick, easy and effective. The following transmission channels should be available;

3.10.1 Print information

All site pages including those with dynamically generated content need to be printable. A '**Print this page**' link should be on every page and always in the same prominent position (close to the beginning of the page content) so that users can see and access it quickly and easily. To reduce image load this should be a text based link rather than an icon.

Users who wish to pass on or file a printed copy of information on the website will only require the page content, the url of the page and the ABC logo. All other page elements such as navigation, utility links and non-essential graphical elements should be 'hidden' from the printed page by means of a print only style sheet.

3.10.2 Email information

A number of users who were not necessarily final decision makers (*IT Manager, Researcher*) wished to pass on specific information to the decision maker. In the case of the *IT Manager* his preferred method for doing this was by email. There is, therefore, a clear requirement for an '**Email this page**' facility on the ABC

website. This should appear on every page and be associated with the 'Print this page' link, as their purposes are the same; to forward information to a new location.

3.10.3 Download information

There is a significant requirement for certain types of information to be available in PDF format:

- Technical documents (*IT Manager*)
- Case studies (*Procurement Manager, IT Manager*)
- Service agreement (*Procurement Manager*)
- Overview of product Solutions for the Home Office (*Professional End User*)
- Overview of product Solutions for the SME (*Researcher*)

ABC will need to decide how much information they can effectively provide in this format and include in their consideration how often the information will need updating.

3.11 NAVIGATIONAL AIDS

3.11.1 Site search

Site search will help all users to navigate the site if they are looking for something specific. Most users are familiar with this sort of facility on a website but the *IT Manager* will be most comfortable using it.

ABC *Sales Staff* will find this very useful. With use, they will build up a knowledge of which keywords to enter in order to access specific information, allowing them also to guide customers to this information.

3.11.2 Site map

A site map will help all users to navigate the site. They will be able to see at a glance the full extent of content on the site. Able-bodied users like to use a site map occasionally to jump straight to a particular web page.

Disabled users who use a speech browser to read a website will rely heavily on a site map to locate content. For these users regular navigation through menu lists on each page is slow and repetitive.

3.11.3 Breadcrumb trail

Technical users (*IT Manager*) and those very familiar with the site (*Sales Staff*) are likely to use a breadcrumb trail to navigate back from deeper levels of the site's structure. The breadcrumb trail on every page of the website would have a link to 'home' as its root removing the need for a 'HOME' button in the site's top level navigation.

3.12 LANGUAGE STYLE OF CONTENT

In terms of language style for the website's content there are very different requirements for the range of user types.

The *IT Manager* does not want to read through marketing copy or oversimplified information about product2. He wants concise, factual information which is clearly aimed at him.

The *Researcher* and *Professional End User* – need a non-technical overview and summary of product and product2 solutions. They will respond well to and absorb marketing messages. Language style needs to be fairly informal and undemanding. The *Researcher's* intolerance of acronyms can be partially addressed by adding rollovers to acronyms showing expanded text (a Priority Level 3 accessibility requirement).

The *Procurement Manager* can tolerate marketing messages as long as he can access clear and concise factual information; the facts and figures relating to costs in particular. He has limited technical knowledge so while he will be impressed to see technical information on the site he may not read it himself.

There are no specific language style requirements that need to be addressed for *Sales Staff* users.

3.13 STANDARDS AND COMPATIBILITY

3.13.1 Browser compatibility

User profiles for the ABC website show a fairly narrow range of browser usage. The most widely used is Internet Explorer 6 running on the Windows 2000 or Windows XP(Pro) platform (*Researcher, Procurement Manager, Sales Staff*).

The *Professional End User* browses with Safari2.0 running on the MacOS 10.4 platform.

The *IT Manager* uses Firefox 1.04 to browse running on both a Windows and MacOS platform. He uses a PC, Mac, Laptop and an Ipaq depending where he is and what he's doing.

3.13.2 Screen resolution

Monitor sizes were 15" to 21" and all LCD. The lowest screen resolution setting was 1024x768. Only the *IT Manager* works at a higher resolution of 1152x864.

3.13.3 Accessibility

Ability to increase text size (*Procurement Manager*)

We have given only one of our user types a disability. The popular preconception is that users with disabilities are in a small minority. However, this is not the case. Many users have impaired vision or conditions such as colour blindness or motor impairment. The minimum legal level of accessibility, Priority Level 1, must be applied to the websites design and development.

To go beyond this basic level of accessibility would be very good PR for ABC and would almost certainly place them ahead of their competitors in this respect. It would also have a positive impact on SEO. The recommendation is to push accessibility up to Priority Level 3 and to badge the website to show this.

This decision will affect the level of training required for Scribe, as users will have to maintain this standard when creating and editing content on the site.

3.14 BROWSING EXPECTATIONS

3.14.1 Page loading times

All user expect fast page loading. This means that particular attention needs to be paid to image load on each page. Page templates will contain minimal images; as far as is possible design and layout will be effected using cascading style sheets (CSS). This will mean that content images will take priority. Obviously quality images will 'sell' ABCs services more effectively. Images will be optimised to reduce file size without loss of quality. Where appropriate thumbnail images should be utilised, with a link to a larger version of the image as an option.

3.14.2 Navigation

Clear and easy to use navigation is a universal requirement for all users. In designing the navigation of the site the following aspects of navigational elements need to be carefully considered;

- Placement
- Grouping
- Number of items within a menu
- Scalability (can more items be added easily)
- Alternative means of navigation
- Ability to 'skip navigation' (for speech browser users)
- Choice of text on the label (language used)
- Length of text on the label

- Text size
- Design aesthetics (colour contrast, clarity, definition of individual items)
- Importance weighting (which will affect placement and design)
- Interactive effects (rollovers)
- Situation awareness (which section? which page?)

4 Summary

The User Profiling exercise carried out with ABC stakeholders has resulted in the emergence of important information about users' needs and expectations.

Profiles have been analysed and the information in them distilled down into a set of key requirements for the website's redevelopment. These key requirements will go on to inform the development of the ABC website's information architecture; the next stage of the Usability Study.

Contact us to discuss your website information architecture and usability needs.

Telephone (+44) (0)1273 234663, or e-mail enquiries@sigmer.com

5 Appendices: ABC Website User Profiles

The following pages give the full User Profiles for ABC's 5 main User Types:

1. *IT Manager*
2. *Procurement Manager*
3. *Researcher*
4. *Professional End User*
5. *Sales Staff*



ABC Website User Profile

User-type: IT Manager

Author(s): John Smith, Joan Smith

Version: Final

Issue Date: 2006

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Scenario

This user is an IT manager for Aerotech an Aerospace components manufacturer. The company has 150 employees based on a business park near Heathrow. He has heard about product2 and is now looking for a provider for a product2 system for the company. He has come across ABC through a Search engine search.

Description Of Character

Name: Malcolm Pryor

Age: 28

University educated

Single living in a luxurious studio flat in Egham Surrey

Enjoys night out in the city

Favourite food is curry

Last holiday to Ibiza

Characteristics

Malcolm is trend conscious and ambitious. He takes his job seriously and understands how important his job role is. He works well under pressure and likes the sense of responsibility he has. He is fairly organised with a favourite saying of Reboot!

Reasons For Visiting The Website

Malcolm has arrived at the ABC website because he is researching companies that have technical expertise in product2 and talk his language. He is looking to see if they provide the kind of service his business requires. He is looking to find out what he can do with product2 and see how easy it is to implement.

What They Are Interested In

Malcolm is interested in finding information on product2 applications and the implementation of a system. He wants to find out what savings it will present and the features available. He would like to see case studies and white papers as well as in-depth product specs.

What They Are Looking For

Pricing information

Tech specs

How it works

What is required to implement

Plain talk – no marketing speak

Web Experience And Expectations

Malcolm is very proficient with websites and is a frequent web browser. He will not tolerate pop ups. He likes clear navigation with clear labelling. He likes factual information and will not tolerate marketing speak. He likes to see links to related bodies.

He is viewing the website on a 17" monitor with a screen resolution of 1280x1024, also running a laptop and a Mac. When he is walking the shop floor he uses an Ipaq. Malcolm does not like interacting with websites.

Tasks

Describe specific goals that user wishes to achieve.

1st Task

Malcolm is looking to read an overview of product2 what it can do and the features.

2nd Task

Malcolm wants to download some PDFs with diagrams of the network and infrastructure. Implementation guides. He would require contact info to be included in the PDF

3rd Task

Malcolm wants to find out how he can save money

4th Task

Malcolm wants to see what technical support facilities are available and the service agreement.



ABC Website User Profile

User-type: Procurement Manager

Author(s): Jean Smith

Version: Final

Issue Date: 2006

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Scenario

This user works for a large public sector organisation he has had a researcher comparing different companies for sector services to compare that the company are on the correct deal. The researcher has given him three companies that they think should come in for meetings. This user is visiting the website to see if ABC are a suitable company for them to deal with.

Description Of Character

Peter Thompson
Aged 50
Married with three children, 2 at university, and 1 at college.
Lives in Sutton Coldfield
Position Procurement Manager
Organisation: Birmingham Health Authority
He plays Golf and drives a Volvo Estate
He has poor eyesite

Characteristics

Peter is patient and thorough he does not rush into decisions and keeps his thoughts in order. He is a personable character but keeps himself to himself. He is a pragmatic character.

Reasons For Visiting The Website

Peter has arrived at the website because he has been given the web address of a potential supplier.

He wants to see if ABC are a credible company and to double check the information that has been given to him.

What They Are Interested In

Peter is interested in the account management that he can expect with regards to services and products. He would like to see evidence of service level agreements

What They Are Looking For

Who our customers are
Whether we match their requirements
Case studies
Company history and the people that he will be dealing with.
Company registration number
Reassurance that we are a professional company that he would be comfortable dealing with.

Web Experience And Expectations

Peter is not technical and only uses the web to visit sites that are related to his work. He likes websites to be efficient and clean. He hates busy sites such as MSN. He only uses email when responding to other people, he rarely instigates email communication. He does not like to interact with websites. He hates pop ups and is wary of viruses. He sets his web browser to display large text.

He expects a website to display standards and would like to see Mission statements, company values and ethics.

He expects to find information to be easy to find and clear and concise.

Tasks

Describe specific goals that user wishes to achieve.

1st Task

Assess the company credentials

2nd Task

Check the client list for like companies.

3rd Task

Increase the text size of the site and still be able to view the site properly.



ABC Website User Profile

User-type: Professional End User

Author(s): Tanya Falconer (Sigmer)

Version: Final

Issue Date: 17/03/2006

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Scenario

Sarah Worth runs her own graphical design business from home. She has no employees but has a partnership with a local IT company who she is in regular daily contact with, phoning them several times a day.

She is often out of the office visiting clients.

She is looking for a solution to her needs and so spent an evening surfing the web trying to find a company that could provide her with an answer. She came across the ABC website via a search engine.

Description Of Character

Sarah is 35, currently single after a divorce and has no children. She studied graphical design at art college and then went on to work as a graphical designer for various companies before going it alone after her divorce.

She lives in a Georgian terrace in Bristol where she enjoys eating out with a small group of friends and going to the cinema.

During her time working for other people she built up a good client list and now working alone she is just able to pay herself a decent salary. She therefore treated herself to a new car, a yellow MG Mini. Her money also goes towards holidays. Last year she relaxed in Mauritius and this year she plans an exploring holiday where she also hopes to re-discover herself after the upheaval of her divorce.

She is a member of the Chamber of Commerce and is always on the go, either with work or a committee meetings.

Characteristics

She is very confident and self assured, although can be a little flaky when she has a lot on her plate. However, she is very commercially minded and an excellent communicator.

Environmental ethics are high on her list of priorities.

Reasons For Visiting The Website

She wants a product to meet her specific needs. She wants a total package to make her life easier.

What They Are Interested In

She wants to know if ABC deal with companies like hers, or is she too small for them? Therefore she needs to identify herself on the website, by seeing the types of companies ABC deal with or a scenario/an answer to a business problem like hers. Any solutions should be scaled to her needs.

She wants to see a total solution to her problem, where all aspects of the product are dealt with.

What They Are Looking For

She wants to see what her options are.

Time scales and an idea of price is important.

Reassurance that the contract tie-in wouldn't be for too long.

She needs to know they won't credit check her.
She wants a trial before committing to a purchase.
She then needs to know how to proceed and the name of the person she should contact.

Web Experience And Expectations

She uses dual 21" CRT & 17" LCD monitors with her Mac.
Her browser is Safari.
She know a bit about website accessibility and legal requirements.
She likes sites that are aesthetically pleasing and those that contain lifestyle images.
She hates technical language and acronyms.

Tasks

Describe specific goals that user wishes to achieve.

1st Task

To find out what solutions fit her problem.

2nd Task

She needs to contact somebody.

3rd Task

She wants to see a case study of a business like hers to treasure herself ABC deal with companies like hers.



ABC Website User Profile

User-type: Researcher

Author(s): Caroline Pickering (Sigmer)

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Scenario

The user works for Acme, a construction company based in Enfield. The company employs 30 full time staff.

The company's existing product contract is about to expire and the MD has instructed his assistant (the user) to look for 'the best deal out there' as, in his view, they are spending too much on their current product. He would like his assistant to gather and collate information about available options and deals that are relevant to their particular requirements and to report back to him.

The user is not a decision maker but wants to impress her boss with the results of her research. She knows he will be impressed by clear factual information which will allow him to easily make a decision.

The user is not technically minded and has no previous contact or knowledge of ABC. She has decided to search on the Internet for suppliers of product solutions to SME's. One of the search terms she types into Google is 'best business product deals'.

She will shortlist those companies who offer the best deals and presents her boss with a file of information.

Description Of Character

Name: Tracey Reynolds

Age: 30

Educated at Secretarial College after leaving school at 16.

Engaged to be married. No children.

Lives in Enfield and drives to work in a Ford Fiesta.

Visits the gym twice a week after work.

Favourite food: Chinese

Last holiday was 2 weeks in Cyprus

Characteristics

Tracey is a multi-tasker and general can handle all of the daily demands of her job. She does not feel stressed by the task her boss has set her. She wants to get the job done quickly but also wants to impress her boss with the results of her research.

Tracey is an extrovert, fun-loving and very personable. She is very organised and thorough in all that she does and expects as much from others. She is not particularly patient and can easily be frustrated by inefficiency and things that stop her getting to information she needs quickly – people are depending on her and she has a deadline!

Reasons For Visiting The Website

Tracey has clicked through to the ABC website from Google search results (having typed in the search phrase 'best business "product" deals').

She has come to the ABC website to gather information about the deals available based on number of product phones and an average monthly cost. She knows that Acme currently have 6 product and spend on average £xyz/month. She'd like to find a deal that would reduce their monthly spend.

She wants to print off the details of the different options or deals available so that she can create a folder of information to give to her boss.

The information she gathers will include contact details for making an appointment. She knows that her boss will want to meet with the possible supplier and she will have to arrange the appointment. She wants to be prepared so that she can act quickly on his instructions.

What They Are Interested In

Tracey wants to know that ABC are a professional outfit who can service the small business customer; that they are a credible company with experience.

She wants to know where the company is based and whether they offer a local service.

She needs to locate appropriate deals for Acme in order to compare with those from other providers she finds on the web. This means prices guides and options. She'd like to explore different scenarios based on number of concurrent products and an affordable monthly spend.

She would like to know if ABC deals with companies like Acme.

She wants to know how to make an initial appointment and how quickly and easily that can happen.

She wants to find information about on-going support services at ABC and how support requests would be handled.

What They Are Looking For

Tracey is looking for a well designed website, which is clearly laid out and allows her to find what she wants at a glance. First impressions are important to her; the look and feel must fit her mental picture of corporate solutions.

She is looking for contact details and information about local services.

Tracey wants to do some price comparisons so is looking for an online 'tool' which will allow her to search for the best deals based on number of concurrent products and how much Acme would like to spend per month on their account. She wants to print out the results to show her boss the facts and figures.

Tracey would like to see some examples or 'scenarios' which describe business requirements similar to those of Acme and the business solution offered by ABC. This will support specific information she gathers on current deals. She would like to download these as PDFs in case her boss wants to see examples.

She needs to know who to contact if her boss wishes to make an appointment. She prefers phone numbers to email addresses as people can take too long to reply! Once Tracey's boss has made a decision he will want to move fast so she will want to call for an immediate appointment. Ideally, she would like to know who to speak to.

She wants to read and print off a summary of support services. She is looking for a company who can provide a quick-response, 'personal service'.

Web Experience And Expectations

Tracey is quite well equipped in her office. She has a brand new PC running Windows XP Pro with an LCD screen set at a resolution of 1024 x 768.

She uses Microsoft Office all the time as well as an accounts package. She is pretty comfortable using the Internet as she often has to source and purchase things online for the company. She uses the Internet a lot at home too, doing her weekly shopping at Tesco online.

She always uses Google to search the Internet.

She doesn't like Flash driven websites and because she is so busy likes websites that are quick to download, with not too many images. She likes websites which market themselves with positive lifestyle images that make her feel comfortable and relaxed.

She likes websites to use a language she understands (and generally to be fairly informal) as she often has to do research for her boss on subjects she has little knowledge of. Technical speak and lots of acronyms irritate her as they make her job more difficult and slow her down. She is fairly tolerant of marketing speak as long as she can by-pass it and find her way to the important information quickly and easily.

Tracey likes to interact with a website as long as it is fairly intuitive and easy to follow. She likes clear instructions/feedback at each stage of any interactive process.

Tasks

Describe specific goals that user wishes to achieve.

1st Task

To view and print off business product pricing information that is relevant to Acme's current product requirement.

2nd Task

To print off all product pricing plans

3rd Task

To find out who she should call to arrange a face-to face meeting with a local sales representative.

4th Task

To print and download a PDF of an example business solution scenario that is relevant to Acme



ABC Website User Profile

User-type: Sales Staff

Author(s): Joan Smith

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Scenario

This user is a sales person for ABC based at Head office. They have been with the business for a couple of months. They need to use the website to learn about the products and services that ABC provide to Business customers and familiarise themselves with the website to enable them to support customers. They need to know which parts of the site are relevant to them.

Description Of Character

Name: Robin Marshall

Age: 22

Single, living at home with parents in Cambridge

Educated to GCSE level

Position: Account Manager

Characteristics

Robin is fashion conscious and personable. He has the gift of the gab and tells a good joke. He is not very organised and doesn't pay attention to detail. He requires someone to motivate him and wants everything now. He is well liked in the office and is very charming.

Reasons For Visiting The Website

Robin has been told that he needs to use the website as a sales tool as it is an important information providing tool for training. He is using the site to research products and pricing plans. Robin will also be navigating customers through the site and providing customers with relevant information from the site.

What They Are Interested In

Robin is interested in product features, pricing plans available to his customers, products that have been launched from the suppliers and to understand new offers and products.

What They Are Looking For

Robin is looking for;

New Content – and updated information

A site map to help navigate customers through the site

Search ability to find things quickly

Product lists and features

Price plan suitability

Web Experience And Expectations

Robin has a computer at home which he uses to play games and surf the internet and expects information to be available quickly and be interesting.

He is using IE 6 and has an operating system of windows 2000 with a 15" monitor

He expects clear and easy navigation and quick download times on all pages and needs to trust the sites content. He needs to be communicated the removal of pages so that he does not advise customers to visit pages that are no longer available.

Tasks

Describe specific goals that user wishes to achieve.

1st Task

To look at all the products available by feature.

2nd Task

He needs to email pages to customers

3rd Task

He needs to email PDF resources to customers